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DOCUMENT RESUME

ED 098 503 CS 001 395

| | |
|---|---|
| TITLE | Summer Television Project. |
| INSTITUTION | Evansville-Vanderburgh School Corp., Ind.; Indiana State Dept. of Public Instruction, Indianapolis. |
| SPONS AGENCY | Office of Education (DHEW), Washington, D.C. |
| PUB DATE | 73 |
| NOTE | 30p. |
| EDRS PRICE | MF-$0.75 HC-$1.85 PLUS POSTAGE |
| DESCRIPTORS | *Arithmetic; Basic Skills; Early Childhood Education; *Educational Programs; Elementary Education; Inservice Teacher Education; Junior High Schools; Mathematics; Parent Participation; *Reading; *Summer Programs; *Television |
| IDENTIFIERS | *Elementary Secondary Education Act Title III; ESEA Title III; Indiana |

ABSTRACT

Three general goals guided the creation of this summer education project: to maintain academic basic skills over the summer months, to involve parents in the learning process, and to involve teachers in reading inservice training. The summer television programs available to all Indiana children are "Ride the Reading Rocket" for grade 2; "Catch a Bubble" for grade 3; "Up, Up and Away" for grades 4-6; "A Math-A-Magical World" for grades 5-8; and "Summer Journal" for grades 7-9. In addition, a series of 10 inservice reading programs for teachers and 1 program for parents of preschoolers have been produced. Included in the project packet are a detailed report of the project, three different brochures describing the television programs for children, suggested motivational strategies for teachers, and information for teachers on the inservice television series. (JM)

ED 098503

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# SUMMER TELEVISION PROJECT

Indiana State Dept. of Public Instruction

Produced by

Evansville-Vanderburgh School Corporation

CS 001 395

## I. Descriptive Data

A. Major Area of Concern: To maintain skills over the summer months via television.

B. Project Title: Summer Television Arithmetic and Reading

C. Project Director: Dr. Jack Humphrey

Address: 1 S.E. Ninth Street
Evansville, Indiana 47708

Telephone: 812/426-5061

D. Acting Superintendent of Schools: Dr. Victor Fisher

Address: 1 S.E. Ninth Street
Evansville, Indiana 47708

Telephone: 812/426-5077

E. Level of Funding:

| | | |
|---|---|---|
| Initial Grant | $153,257 | Date May 1, 1970, to August 31, 1971 |
| 1st Continuation | $ 89,624 | Date September 1, 1971, to June 30, 1972 |
| 2nd Continuation | $200,376 | Date July 1, 1972, to September 30, 1973 |
| Total | $443,257 | |

## II. Project Description

A. Overview of Project

1. Describe the motivation that encouraged the local education agency to apply for ESEA Title III funding.

Comprehensive educational studies indicate that there is a normal loss of learning during the summer months. Extensive examination of school records reinforces these findings. This academic loss is a significant factor in a child's normal school progression and tends to be a critical variance in the achievement of the basic skills continuum.

Many schools do operate remedial classes for the slow learner during the summer, but there is no accommodation to help <u>all</u> children to maintain learning achievement during the summer months.

Most schools in Indiana are experiencing financial difficulties in maintaining their regular school programs at the present time so they are not prepared to carry the additional burden of offering supplementary services to <u>all</u> children during the summer.

The Supplementary Educational Service Center offers a means to develop and to expand practical supplementary educational basic skills materials covering individual basic skills. Televised on a state-wide basis, the television series serve as a transitional learning experience for all children during the regular school year.

2. Discuss the general purpose or goals of the project.

   a. to maintain academic basic skills over the summer months
   b. to involve parents in the learning process
   c. to involve teachers in reading in-service training

3. Comment on the number of students, grade level, staff training, materials, facilities, etc.

   The grade levels of the television series are as follows:

| Programs | Going Into Grades |
|---|---|
| RIDE THE READING ROCKET | 2 |
| CATCH A BUBBLE | 3 |
| UP UP AND AWAY | 4, 5, 6 |
| A MATH-A-MAGICAL WORLD | 5, 6, 7, 8 |
| SUMMER JOURNAL | 7, 8, 9 |

   The summer television programs are available to all interested children in Indiana within reception areas to whom the programs are directed. During the project period 66,000 workbooks were sold. Commercial television advertising executives estimate that for every child who purchased a book there were ten more watching without workbooks.

   A full-time project coordinator who has taught on educational television coordinates all project activities. The television teachers audition on video tape. It is beneficial for the television teacher to be a member of the workbook writing team.

   The television series are produced in color, and video tape dubs are bicycled to the various television stations.

   In addition to the summer programs for children, a series of ten in-service reading programs forteachers and one program for parents of preschoolers has been produced. It is estimated that 3,000 teachers viewed the Reading In-Service Series, and 10,000 parents viewed the program Tips for Parents of Preschoolers.

B. Objectives and Activities

1. Define specific objectives (performance and outcome).

   a. There will be less need for emphasis upon remediation at the beginning of the school year for students involved in the summer TV programs.

   b. Students will show increased interest in reading and mathematics as shown by increased library circulation.

   c. Students will do more extensive recreational and subject content reading as shown by increased library circulation.

   d. Parents will be more directly involved in the learning process as shown by responses from requests for materials and letters received.

   e. Teachers will become more knowledgeable of effective contemporary teaching methodology in reading as shown by voluntary participation in workshops, circulation of materials in professional library, and observation of change by principals.

2. Point out specific activities designed to accomplish objectives.

   By the summer of 1973 the following series will be on permanent video tape:

   RIDE THE READING ROCKET
   CATCH A BUBBLE
   UP UP AND AWAY
   A MATH-A-MAGICAL WORLD
   SUMMER JOURNAL

   Each series contains 40 half-hour lessons that are telecast weedays for eight weeks during the summer.

   Pupil workbooks are developed, illustrated, and distributed for each of the series. These materials enhance academic skills maintenance and faciliate a normal progressive learning pattern by decreasing the need for emphasis upon remediation at the beginning of each school year. The academic skills offered through materials developed in this program complement the skills learned in the regular school year.

   A child watches the television series at <u>home</u> and completes the lessons in the activity book under the television teacher's direction. For enrichment activities the television teachers motivate the students to read library books, try science experiments, create math puzzles, and write stories.

A brochure and one half-hour program for parents entitled Tips for Parents of Preschoolers was produced. Parents can request a copy of the eight page brochure.

The Reading In-Service Television Series for teachers which consists of ten half-hour programs was produced in 1971. On each program reading specialists, classroom teachers, and the host, Dr. Jack W. Humphrey, present practical ideas and techniques to help teachers meet the needs of today's students. The series is available on 2 inch broadcast video tape or 1/2 inch video tape.

Arrangements are made with educational television channels and commercial stations throughout the state to telecast the programs. The television programs are available on a voluntary basis to all interested children and adults to whom the educational programs are directed. Extensive effort is made to involve as many children and adults as possible. This is accomplished through intensive dissemination of information to all principals and superintendents in Indiana prior to the start of each series.

3. Human interest examples are as follows:

   a. During the Title III project 30,692 pieces of mail have been received from viewers including pictures, library reports, stories, riddles, and parent comments. The following quotes are typical of the 4,923 comments received:

      (1) Highland, Indiana
      "This is our second year of watching your programs. We find them very interesting and enjoyable. I have two children watching. Laura watches Ride the Reading Rocket and Bob watches Up Up and Away. Thank you for adding to my children's education."

      (2) Mount Vernon, Indiana
      "I must congratulate you. My son is not the least bit interested in school, so I never thought he would stay interested in Ride the Reading Rocket. He is learning from it, and he is actually disappointed if he has to miss it."

      (3) South Bend, Indiana
      "I watch Ride the Reading Rocket with my child to hear his answers to the questions. His brother, a first grader this fall also watches and takes part when he can. We all find it enjoyable and helpful! Thank you. Hope it will be available next summer."

(4) Louisville, Kentucky
"Thank you for putting on the program. My little girl dearly loves it and can hardly wait for it to come on in the morning. It gives her something to do and keeps her thinking. Also, my preschool children and I enjoy it. I hope it will be on next year for the children."

(5) Indianapolis, Indiana
"Dear Mr. Wambach:
I have been watching Up Up and Away for two weeks now. I like it alot. It has been helping me in my reading skills. I have finished the Zoom Club already. They are easy words. I am reading the book John F. Kennedy. But it is much longer than the one you talked about. I like Reada."

(6) Bloomington, Indiana
"Dear Miss Vinson:
I solved the two puzzles you gave us. Here is a puzzle I made up for you."

| | |
|---|---|
| WE | 83 |
| + ALL | + 466 |
| LOVE | 6903 |
| MATH | 7452 |

(7) Jasper, Indiana
"Dear Miss Vinson and Mrs. Miller:
This summer I have been watching A Math-A-Magical World and Summer Journal. My mom is a 6th grade teacher. She ordered the books. I thought it would be sad, but I was wrong. I really learned some things which I hadn't even heard about. I really loved it. I am going in the 7th grade."

b. The television teachers have many interesting experiences:

(1) When recognized by a viewer in a grocery store, "Miss Sandy" of Ride the Reading Rocket was asked what she was buying Rocko and Spacetta (the puppets on the program) to eat.

(2) While visiting in Terre Haute, Robert Edelman who is the voice of Rocko happened to meet one of his former professors in a shopping center. With the professor was his grandson John. As the two men talked John listened intently. "You sound just like Rocko," the boy interrupted. John was delighted to meet Rocko in person.

(3) "Skipper Joy" on Catch A Bubble motivated the children to pick up litter. A second grader wrote in saying that he had picked up litter at an ice cream social and a man paid him $1.00.

(4) One of the stories in the Up Up and Away workbook includes a recipe for making cookies. Over the years Mr. Melvin Wambach has received cookies from viewers while others write in that they tried the recipe.

(5) Adults inform Miss Edna Vinson that they watch A Math-A-Magical World because it helps them understand modern math.

(6) Teenagers who watch Summer Journal often stop to discuss ESP, astrology, superstitions, and other topics that are presented on the program with Mrs. Mattie Miller.

(7) Due to numerous requests from parents, some educational television stations decided to telecast a series twice a day.

C. Evidence of Effectiveness

1. Evaluation strategy

The evaluation of educational television programs broadcast over many stations into thousands of homes to thousands of children is a difficult task. An extensive and sophisticated evaluation was made on the first series, Ride the Reading Rocket, and the results are contained in the enclosed Final Report, Project 2647. It was concluded from this research that summer television programs, utilizing broadcast and print media, are effective. Therefore, additional programs were developed and utilized following the procedures found effective in the first series.

Each of the summer television series should be evaluated in the same manner as the first series. Budgetary limitations have resulted in priorities that exclude this rather expensive component. That is, the production of new programs including books and television tapes and the costs related to involving more television stations and thus more children have been of prime importance. Therefore, it has not been possible to do the necessary research on each program which should be comparable to a dissertation in length and content.

The objectives a, b, and c were evaluated in the enclosed Final Report, Project 2647. Objective d most directly relates to the television program Tips for Parents of Preschoolers and involvement in the summer television programs, i.e., purchasing books, watching programs with children, writing letters or comments on cards. Objective e most directly relates to a series of 10 reading in-service television programs for teachers. Evaluation questionnaires were distributed to teachers in the viewing area.

2. Evaluation results

To evaluate Ride the Reading Rocket, approximately 2,500 first grade children in the control and experimental group were given the California Reading Test and the California Short-Form Test of Mental Maturity. Results of the research showed that first graders lose two months in reading achievement during the summer. Children who watched over half of the 40 telecasts gained one month in reading achievement.

Dr. Jack Humphrey conducted the evaluation. The Indiana University Computer Center ran all programs involving analysis of the data. The CDC 3400-3600 Computer System was used to run the analysis of variance and the analysis of covariance. The analysis of variance was computed using the Duncan Multiple Range Biomedical Computer Program 01V. The BMD04V analysis of covariance-multiple covariates program from the Health Sciences Computing Facility, UCLA, version of May 4, 1965, was used for the analysis of covariance.

Evaluation procedures for the other series include the following: pre and post tests, questionnaires, parent comment cards, library reports, reactions from television station personnel, comments from educators, number of participants, and number of requests for materials.

To evaluate Up Up and Away, the Nelson Reading Tests were given as a pre test in May 1972 and as a post test in September 1972. The 42 students were in the third grade in May and in the fourth grade in September. These children did not receive any extra special motivation to watch Up Up and Away during the summer. They showed a gain of .21 months over the summer.

The Gates-McGinitie Reading Tests Survey D and E were given to 45 third and fourth grade students as a pre test in May 1972 and as a post test in September 1972. These children were highly motivated to watch Up Up and Away. They met the television teacher, Melvin Wambach, while touring the TV station; and Mr. Wambach gave each child an Up Up and Away workbook. The 45 children showed a mean gain of 1.6 months over the summer.

Edna Vinson wrote a test for A Math-A-Magical World which contains a possible 75 points. The pre test was given in May 1972 and the post test in September 1972. The 69 students were

in the fifth grade in May and in the sixth grade in September.

Results:

27 students who did not have a workbook and did not watch any of the A Math-A-Magical World telecasts showed a mean gain of 3.1 points over the summer.

42 students (7 did not have workbooks) who watched A Math-A-Magical World showed a mean gain of 4.2 points over the summer.

A questionnaire about Summer Journal was given to 98 students. Twenty-one of the 30 students who watched Summer Journal checked "yes" that they had thought about improving their reading skills during the summer while 41 of the 68 students who never watched Summer Journal checked that they did not think about improving their reading skills during the summer.

During the Title III project 30,692 pieces of mail have been received from viewers. Library reports of the number of books read during the summer were sent in by 4,581 children. The median number of books read per child during the summer was 11. Parents have returned 4,923 comment cards and evaluation questionnaires.

Parents requested the brochure entitled Tips for Parents of Preschoolers after viewing the television program by the same name.

On a questionnaire, seventy-five per-cent of the teachers responded that in-service training via television was effective while 25 per-cent felt that in-service training via television was not effective.

D. Costs

a. To develop, produce, and distribute on a st[illegible]-wide basis a new series of 40 half-hour color programs and to maintain five existing series costs $150,000 which is $6.00 per pupil for 25,000 pupils who purchase a workbook or 60 cents per pupil for the estimated 250,000 viewers.

b. The cost to lease 40 half-hour color video tape dubs to broadcast on-the-air is approximately $2,500 which is 9 cents per pupil for 25,000 pupils.

c. The cost to purchase 40 half-hour color U-Matic Videocassette lessons is $7,200 which is 28 cents per pupil for 25,000 pupils.

In addition to the eleven television stations and 33 cable television companies in the project, the programs have been telecast by the following stations:

| Ride the Reading Rocket | Year |
|---|---|
| Gulf Region ETV Affiliates, Houston, Texas | 1972 |
| Idaho State Department of Education | 1973 |
| KAID, Channel 4, Boise | |
| KBGL, Channel 10, Pocatello | |
| KUID, Channel 12, Moscow | |
| Mississippi Authority for ETV | 1972, 1973 |
| WMAB, Channel 2, Ackerman | |
| WMAU, Channel 17, Bude | |
| WMAD, Channel 23, Inverness | |
| WMAA, Channel 29, Jackson | |
| WMAH, Channel 19, McHenry | |
| WMAV, Channel 18, Oxford | |
| WMAW, Channel 14, Rose Hill | |
| Nebraska Educational Television Network | 1973 |
| KTNE, Channel 13, Alliance | |
| KMNE, Channel 7, Bassett | |
| KHNE, Channel 29, Hastings | |
| KLNE, Channel 3, Lexington | |
| KUON, Channel 12, Lincoln | |
| KRNE, Channel 12, Merriman | |
| KNNE, Channel 19, Norfolk | |
| KYNE, Channel 26, Omaha | |
| KPNE, Channel 9, North Platte | |
| NEWIST, WLUK, Green Bay, Wisconsin | 1970 |
| Southwest Missouri State University | 1973 |
| KOLR, Channel 10, Springfield | |

| Summer Journal | Year |
|---|---|
| Mississippi Authority for ETV | 1972, 1973 |
| WMAB, Channel 2, Ackerman | |
| WMAU, Channel 17, Bude | |
| WMAD, Channel 23, Inverness | |
| WMAA, Channel 29, Jackson | |
| WMAH, Channel 19, McHenry | |
| WMAV, Channel 18, Oxford | |
| WMAW, Channel 14, Rose Hill | |

E. Publications and Materials

| Title | Description | Cost |
|---|---|---|
| Summer Television Project | brochure which describes five summer series | free |
| Ride the Reading Rocket | workbook for children who have completed first grade | $1.25 |
| Catch A Bubble | workbook for children who have completed second grade | $1.25 |
| Up Up and Away | workbook for grades 3, 4, 5 | $1.25 |
| A Math-A-Magical World | workbook for grades 5, 6, 7, 8 | $2.00 |
| Summer Journal | workbook for grades 7, 8, 9 | $1.25 |

F. Exportability Factors

Since the television programs have been produced on video tape, dubs can be made at reasonable costs and distributed to other areas. An educational television station, agency, or school corporation can lease broadcast video tape dubs to telecast on-the-air or purchase videocassette lessons from an instructional television library at reasonable costs:

| | |
|---|---|
| Cost to lease 40 half-hour color video tape dubs to broadcast on-the-air | $2,500 |
| Cost to purchase 40 half-hour U-Matic Videocassette lessons | $7,200 |

Ride the Reading Rocket and Summer Journal are currently being distributed by Great Plains National Instructional Television Library, Box 80669, Lincoln, Nebraska, 68501

A school system and/or television station could preview video tapes to determine which programs they would want to telecast. Since Up Up and Away is about interesting people, places, and events in Indiana; this series is not exportable outside of Indiana.

Air time must be secured on an educational station or as public service time on a commercial station. The sale of workbooks can partially or totally cover the publicity and air time costs. The school system and/or television station would need to disseminate information about the programs and sell workbooks.

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Elementary-Secondary Education Act Title III
Indiana State Department of Public Instruction

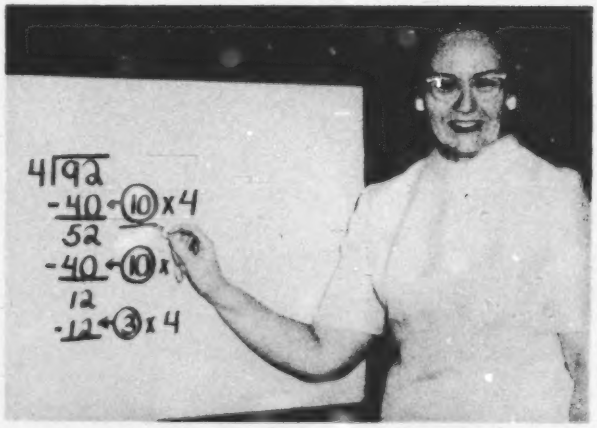
# *Summer* TELEVISION PROJECT

RIDE THE READING ROCKET

CATCH A BUBBLE

UP UP AND AWAY

SUMMER JOURNAL




A MATH-A-MAGICAL WORLD

Produced By
Evansville-Vanderburgh School Corporation

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## RIDE THE READING ROCKET

is a summer television reading program for children who have just completed first grade. The main purpose of the eight-week series is to maintain reading skills over the summer months.

Research shows that without review first graders lose two months in reading ability during the summer. Test results show that children who watch over half of the 40 lessons actually gain one month in reading achievement.

The children view the half-hour telecasts at home and complete the work in their "Ride the Reading Rocket" activity book which costs $1.25. The space-suited teacher, Miss Sandra Altheide, is known to the children as "Miss Sandy." She has taught first grade for eight years.

To captivate the child's interest, space puppets are used. Rocko is a boy space puppet from Jupiter who is a regular character on the series. Spacetta is a girl space animal from Neptune.

Miss Sandy motivates the children to play word games with the puppets. The children are delighted when they can correct a mistake that a puppet has made.

Each summer Miss Sandy and the puppets receive thousands of pieces of mail from viewers in Indiana and the bordering states.

## CATCH A BUBBLE

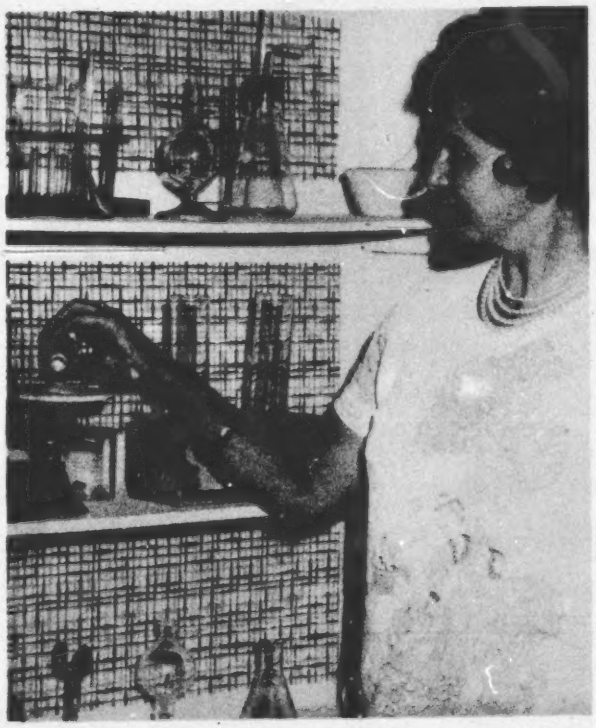
is a summer television program for children completing second grade or the equivalent levels. The goals of this program are to maintain interest and to reinforce learned skills in reading, language arts, mathematics, science, social studies, art, and music.

An activity book which costs $1.25 accompanies the eight-week series. The children view the half-hour telecasts and work in their "Catch A Bubble" activity book.

Many of the lessons are written to develop the child's own creativity. Other activities in the workbook are intended to be shared with members of the family and friends.

The television teacher, Joy Tredway, is a reading specialist who has taught in elementary schools and is presently employed in a Reading Clinic.

A seahorse named Salty is a featured character on the program. Using their imaginations, the children share many adventures with him.



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UP UP AND AWAY
is a summer television reading program for students who will be in grades 4 through 6. The program is designed to provide reading enjoyment and reinforcement of basic reading skills.

The television teacher, Mr. Melvin Wambach, has taught eight years in elementary schools, including experience in self-contained and departmental reading programs. The students watch the 40 half-hour television programs at home and complete the work in their "Up Up and Away" activity book which costs $1.25.

High interest stories about interesting people, places, and events in Indiana are contained in the book. There are stories about such topics as Johnny Appleseed, Ernie Pyle, James Whitcomb Riley, the Indianapolis 500, a steamboat museum, and Indians.

The stories are followed by exercises that stress comprehension, vocabulary, phonics, and word structure. Students complete four two week units with nine basic lessons and one review test for each two week unit.

The viewers can check their answers in their activity book with the reading computer named, Reada. The computer which has a female voice prints and gives answers orally. Mr. Wambach feeds information into the computer, and Reada produces the answers.

SUMMER JOURNAL
is an eight-week language arts television program for students in grades 7 through 9. The series features student dramatic improvisations, panel discussions, problem solving techniques, and exposure to good literature.

The book, "Summer Journal," which accompanies the television series, focuses on the young teenager as a unique person. The book uses poetry, fiction, and personal inventories to help the viewer discover himself as a person. The book costs $1.25.

The first part of the book stresses building a good self-image and acquiring the ability to deal with positive and negative emotions. In the second part, the importance of developing vocabulary, comprehension, speed, and study skills is emphasized. A third section deals with creative writing. The last area covered is social relationships, especially as they are related to making friends and getting along with one's family.

The television teacher, Mattie Miller, is a reading specialist who has taught reading and literature at various grade levels. She has worked for several summers in the Indiana University Reading Clinic.

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A-MATH-A-MAGICAL WORLD

is a summer television mathematics series for students who will be in grades 5 through 8. Emphasis is placed on the understanding and computation of whole numbers.

The eight-week series consists of 40 half-hour television lessons. In addition to explanations and problem solving, the lessons contain puzzles and recreational mathematics.

Miss Edna Vinson, mathematics consultant for the Evansville-Vanderburgh School Corporation, is the television teacher.

The telecasts follow the lessons in the "A Math-A-Magical World" book which was written especially for the television program. Each lesson in the book contains the following four sections: "What Do You Know," "This You Should Know," "Show That You Know," and "Math-A-Magics." The 237 page book costs $2.00.

Melvin, the mathamagician, asks questions which demonstrate that solutions to math problems do not happen by magic. Hearing Melvin's responses to various types of math problems, helps students understand difficult math concepts.

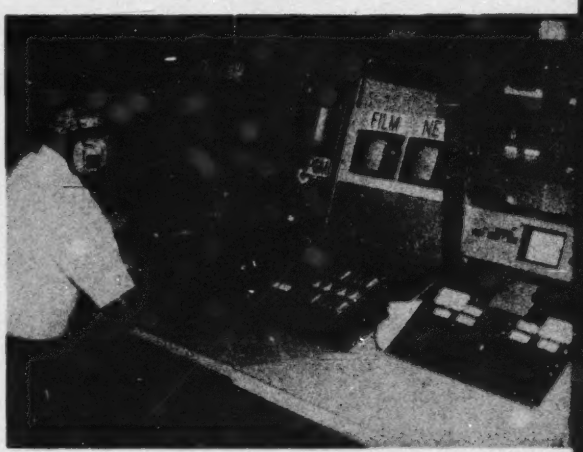
Through funds provided by the Elementary-Secondary Education Act Title III granted by the Indiana State Department of Public Instruction, the instructional television series are distributed to educational and commercial television stations throughout Indiana.

The main purpose of the summer television project is to maintain the academic basic skills over summer months. Comprehensive educational studies indicate that there is a normal loss of learning during the summer months.

The programs are available on a voluntary basis to all interested children to whom the educational telecasts are directed in the viewing areas. A television series serves as a transitional learning experience for children during the summer to complement and to sustain learning achieved during the regular school year.

Each spring information about the television project is sent to schools throughout Indiana. Principals receive a packet of materials which lists the television stations that are telecasting the programs and contains information about ordering the student activity book which accompanies each series.

For further information write: The Reading Center, 1 S.E. Ninth Street, Evansville, Indiana 47708.



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TITLE III

ELEMENTARY-SECONDARY EDUCATION ACT

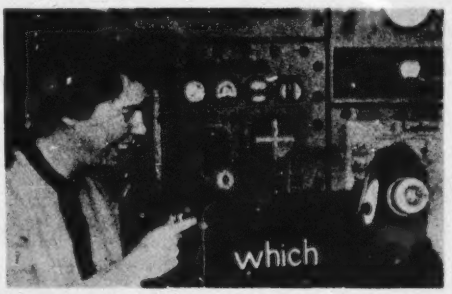
INDIANA STATE DEPARTMENT OF PUBLIC INSTRUCTION

# SUMMER TELEVISION PROGRAMS

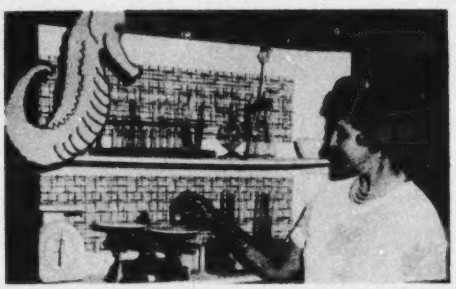
PLEASE NOTE: Each series will be telecast *weekdays for eight weeks.* A student activity book accompanies each series. In addition to the television stations listed for each program, cable companies in the following cities will telecast *all five* programs: Anderson, Bedford, Bloomfield, Bloomington, Columbus, Crawfordsville, Greencastle, Hartford City, Huntingburg, Jasper, Jeffersonville, Kokomo, Lafayette, Linton, Marion, New Castle, Petersburg, Portland, Richmond, Salem, Seymour, Sullivan, Tell City, Terre Haute, Union City, Vincennes, Washington, Winchester. For other cable companies, check local listings.

## RIDE THE READING ROCKET

| Channel | Begins | Time |
|---|---|---|
| WTIU-30 Bloomington | June 18 | 3:30 p.m. |
| WSJV-28 Elkhart | June 11 | 8:30 a.m. |
| WNIN- 9 Evansville | June 11 | 9:00 a.m. |
| WFYI-20 Indianapolis | June 18 | 3:30 p.m. |
| WKPC-15 Louisville | June 11 | TBA |
| WIPB-49 Muncie | June 18 | 3:30 p.m. |
| WCAE-50 St. John | June 18 | 3:30 p.m. |
| WIIL-38 Terre Haute | June 11 | 9:00 a.m. |
| WVUT-22 Vincennes | June 18 | 3:30 p.m. |




*Ride The Reading Rocket* is a summer reading program for children who have just completed first grade or the equivalent levels. Research shows that without review first graders lose two months in reading ability during the summer. Test results reveal that children who watch over half of the 40 lessons actually gain one month in reading achievement. The children complete the lessons in the *Ride The Reading Rocket* activity book under the direction of the television teacher, "Miss Sandy."



## CATCH A BUBBLE

| Channel | Begins | Time |
|---|---|---|
| WTIU-30 Bloomington | June 18 | 3:00 p.m. |
| WSJV-28 Elkhart | June 11 | 8:00 a.m. |
| WNIN- 9 Evansville | June 11 | 11:00 a.m. |
| WPTA-21 Ft. Wayne | June 18 | 8:00 a.m. |
| WFYI-20 Indianapolis | June 18 | 3:00 p.m. |
| WKPC-15 Louisville | June 11 | TBA |
| WIPB-49 Muncie | June 18 | 3:00 p.m. |
| WCAE-50 St. John | June 18 | 3:00 p.m. |
| WVUT-22 Vincennes | June 18 | 3:00 p.m. |

*Catch a Bubble* is for children who have completed second grade or the equivalent levels. The goals of this program are to maintain interest and to reinforce learned skills in reading, language arts, mathematics, science, and social studies. Many of the lessons in the *Catch a Bubble* activity book are written to develop the child's own creativity. The television teacher, "Skipper Joy," is a reading specialist.

## UP UP AND AWAY

| Channel | Begins | Time |
|---|---|---|
| WTIU-30 Bloomington | June 18 | 2:30 p.m. |
| WNIN- 9 Evansville | June 11 | 9:30 a.m. |
| WPTA-21 Ft. Wayne | June 18 | 7:30 a.m. |
| WFYI-20 Indianapolis | June 18 | 2:30 p.m. |
| WIPB-49 Muncie | June 18 | 2:30 p.m. |
| WCAE-50 St. John | June 18 | 2:30 p.m. |
| WVUT-22 Vincennes | June 18 | 2:30 p.m. |

*Up Up and Away* is designed to provide reading enjoyment and reinforcement of basic reading skills for students who will be in grades 4 through 6. The students complete the work in the *Up Up and Away* activity book under the direction of the television teacher, Mr. Melvin Wambach.

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*PLEASE PRINT SHIPPING LABEL*

NAME_____

STREET_____

CITY_____ STATE_____ ZIP_____

| ORDER FORM | Number of Books | Amount |
|---|---|---|
| *Ride the Reading Rocket* @ $1.25 | | |
| *Catch a Bubble* @ $1.25 | | |
| *Up Up and Away* @ $1.25 | | |
| *Summer Journal* @ $1.25 | | |
| *A Math-a-Magical World* @ $2.00 | | |
| TOTAL ENCLOSED $ | | |

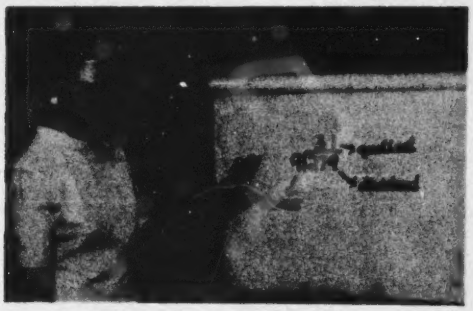
**MAKE CHECKS PAYABLE TO:**
General Activities Fund

**SEND ORDERS TO:**
Reading Center
1 S.E. Ninth Street
Evansville, Indiana 47708

**SUMMER JOURNAL**

| Channel | Begins | Time |
|---|---|---|
| WTIU-30 Blomington | June 18 | 2:00 p.m. |
| WNIN- 9 Evansville | June 11 | 10:30 a.m. |
| WFYI-20 Indianapolis | June 18 | 2:00 p.m. |
| WIPE-49 Muncie | June 18 | 2:00 p.m. |
| WCAE-50 St. John | June 18 | 2:00 p.m. |
| WVUT-22 Vincennes | June 18 | 2:00 p.m. |

*Summer Journal* is a language arts television program for students who will be in grades 7 through 9. The series and activity book stimulate the viewer to discover his unique potentials. The television teacher, Mattie Miller, is a reading specialist.



**A MATH-A-MAGICAL WORLD**

| Channel | Begins | Time |
|---|---|---|
| WTIU-30 Bloomington | June 18 | 1:30 p.m. |
| WNIN- 9 Evansville | June 11 | 10:00 a.m. |
| WFYI-20 Indianapolis | June 18 | 1:30 p.m. |
| WKPC-15 Louisville | June 11 | TBA |
| WIPB-49 Muncie | June 18 | 1:30 p.m. |
| WCAE-50 St. John | June 18 | 1:30 p.m. |
| WVUT-22 Vincennes | June 18 | 1:30 p.m. |

*A Math-a-Magical World* is a summer television mathematics series for students who will be in grades 5 through 8. The telecasts follow the lessons in the activity book which emphasize the understanding and computation of whole numbers. Edna Vinson, mathematics consultant for the Evansville-Vanderburgh School Corporation, is the television teacher.

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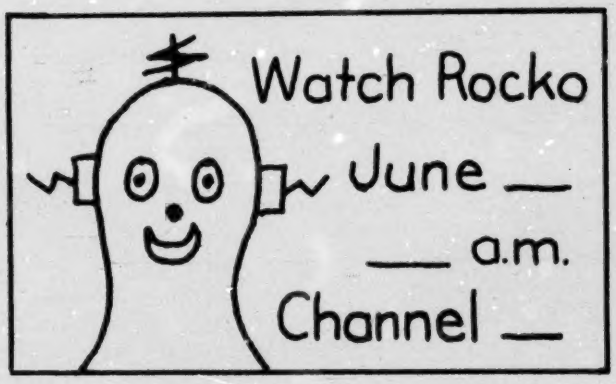
FIRST GRADE TEACHERS

# *Ideas for Promoting "Ride The Reading Rocket"*




Put up a bulletin board or poster with the following information:

1. Beginning date of the program in your area.
2. Time for your area.
3. Channel for your area.

Information About the Program

"Ride the Reading Rocket" is a summer television reading program for children who have completed first grade. As a first grade teacher, you can help motivate your children to watch the program this summer. The main purpose of the program is to maintain the skills that YOU have worked so hard to teach. The series will be shown weekdays for one-half hour for eight weeks this summer.

The set for the program is the inside of a rocket; and the television teacher, "Miss Sandy," is dressed in a space suit. Rocko is the name of the boy space puppet from Jupiter who is a regular character on the program. Rocko's picture appears throughout the "Reading Rocket" activity book.

Classroom Activities

During the last few weeks of school, talk about or do some activity relating to the program often (daily if possible).

1. Review often the starting date, time, and channel the program will be shown in your area.
2. Circle the starting date of the program in your area on a calendar so the children can learn the date when the series begins.
3. The next day see if anyone remembers the date the series starts.
4. Talk about Rocko, the boy space puppet from Jupiter, who appears with Miss Sandy on the program.
5. Get books for the library corner about rockets, space, astronauts, etc.

Art Ideas

1. Draw rockets blasting off. Talk about the date the "Reading Rocket" is going to blast off in your area.

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2. Make 3-D rockets out of construction paper or empty toilet tissue rolls.

3. Create creatures from outer space using various shapes and colors of construction paper.

4. Make space puppets out of paper sacks or socks.

5. Make space hats out of crepe paper. Turn one long pipe cleaner through the hat for antennae.

6. Make space collages. Silver foil makes pretty rockets.

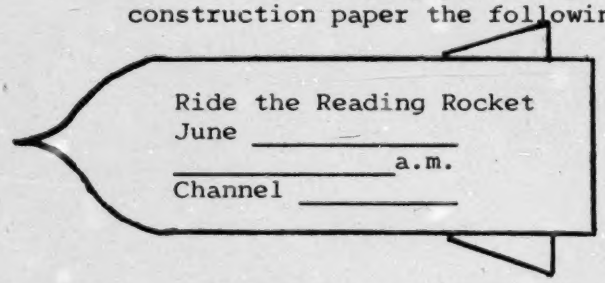
7. Build and paint a large rocket out of a huge cardboard box. Let the children take turns walking in the rocket and being an astronaut.

8. Make astronauts by folding pieces of silver foil around tag board men the children have cut out.

Writing Activities

1. Sentences the children can print:
   I will get a Reading Rocket book.
   I will be a Reading Rocket Rider.
   I want to watch Rocko on T.V.
   I will ride the Reading Rocket.
   Miss Sandy will be my television teacher.

2. Print on writing paper and paste on a rocket that has been cut out of construction paper the following message:




(Date it will be shown in your area)
(Time it will be shown in your area)
(Channel it will be shown in your area)

3. Print name with Astronaut in front of it. Astronaut Bill Jones.

4. Write a news story about "Ride the Reading Rocket."

5. For a creative writing lesson, motivate the children to write a space story or poem.

Social Studies Ideas

1. Have a unit on space at the end of school.

2. Let the children play the role of an astronaut.

3. Let the children act out a rocket orbiting the earth.

4. Let the children be astronauts and sing songs from different countries as they orbit the earth.

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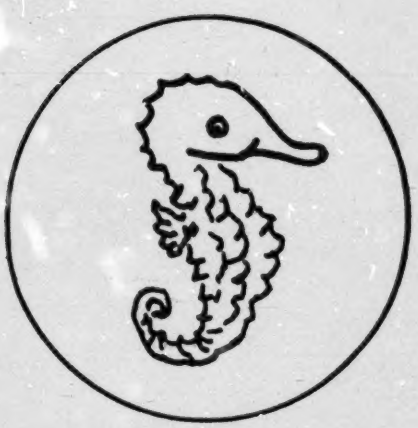
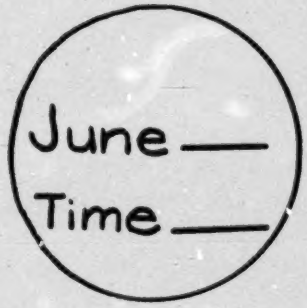
SECOND GRADE TEACHERS

# *Ideas for Creating Interest in "Catch A Bubble"*





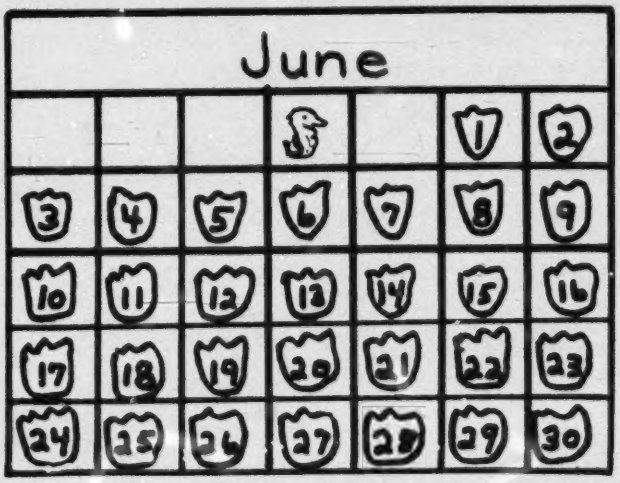

Television Program

"Catch A Bubble" is a summer television program produced especially for students completing second grade or the equivalent levels. The goals of the program are to maintain interest in many areas of learning and to reinforce skills which have been taught during the school year.

The series will be shown weekdays for one-half hour for eight weeks. A sea horse named Salty is a featured character on the program, and he appears throughout the student's activity book.

Classroom Activities

1. Make a June calendar using sea shells in the date spaces. Have the sea horse, Salty, move closer each day to the starting date of the program. On the last day of school give each child a sea horse with the name of the program, starting date, and time listed.



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2. Show filmstrips and films about sea horses and sea life.

3. Read stories about sea horses and sea adventures.

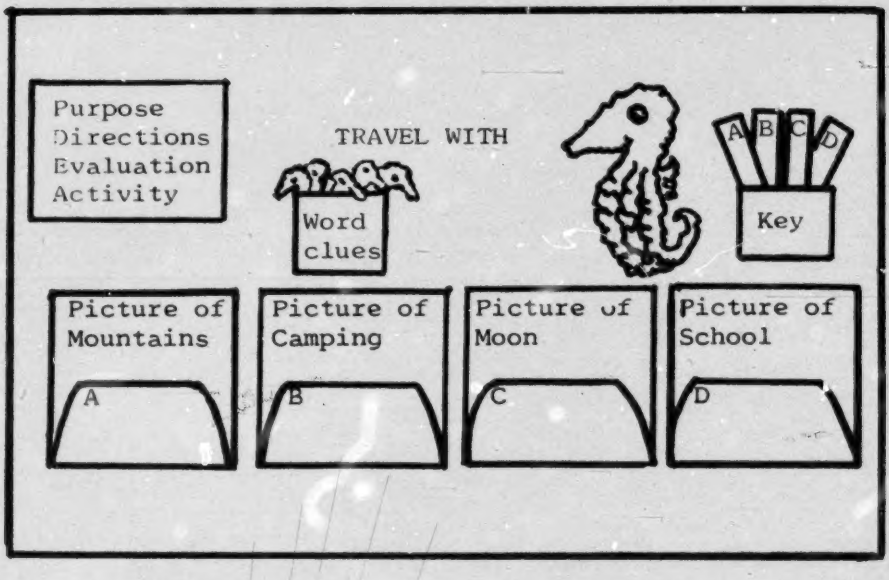
4. Make a learning station.

   Purpose: Identify the places where Salty travels.

   Directions: Pick "Saltys" from the pocket.
   Read word clues.
   Put each "Salty" with the picture that matches the word clues.
   Put ones that do not match back in pocket.

   Evaluation: Check with the key. Put "Saltys" back in the pocket.

   Activity: Draw another picture where Salty might travel and write word clues on a Salty.




Words to print on sea horses.

| 1. | 2. |
|---|---|
| sleeping bag | money |
| tent | buy |
| food | list |
| map | candy |
| camp fire | cart |
| **3.** | **4.** |
| space | bells |
| craters | children |
| space ship | lunch |
| trip | play |
| shine | books |
| **5.** | **6.** |
| telephone | climb |
| toys | high |
| living room | rocky |
| kitchen | trees |
| yard | snow |

5. Have children write stories about Salty. Make a book with their stories for your classroom or school library.

6. Sing songs that would stimulate interest in the program.

   "Catch A Bubble" from Catch A Bubble activity book.

   "Ten Little Frogs" from Singing Fun, Webster Publishing Company. (You could change words to ten little sea horses.)

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# Ideas For Teachers To Promote Summer Television Programs

As a classroom teacher you can motivate students to watch an instructional television series at home this summer. The main purpose of the summer television project is to maintain the academic basic skills over the summer that YOU have worked so hard to teach. Check the schedule to see which programs are being telecast in your viewing area.

## Up Up And Away

INFORMATION FOR TEACHERS IN GRADES 3, 4, 5 (OR THE NON GRADED EQUIVALENT)

"Up Up and Away" is a summer television reading program for students who will be in grades 4 through 6 next fall. The students watch the 40 half-hour telecasts at home and complete the work in their "Up Up and Away" activity book. High interest stories about interesting people, places, and events in Indiana are contained in the book. The stories are followed by exercises that stress comprehension, vocabulary, phonics, and word structure.

Ideas for Stimulating Interest

1. Near the end of school, talk about "Up Up and Away" daily.

2. Ask questions on topics in the book such as:
   (a) Who is John Chapman? (Johnny Appleseed)
   (b) Why is James Whitcomb Riley famous? (Read one of his poems.)
   (c) What sport did Knute Rockne play? (Football)
   (d) What astronaut is from Indiana? (Gus Grissom)

3. Play a helicopter game. Write clues for students to read about a city or territory. The child who guesses where the helicopter is flying gets to be the next pilot.
   Sample clues are as follows:
   (a) I am flying over the state capital of Indiana. (Indianapolis)
   (b) The helicopter is over a big cave in Kentucky. (Mammoth Cave)
   (c) I am flying over the city where steel is made. (Gary)
   (d) This city has the 500 mile race. (Indianapolis)

## A-Math-A-Magical World

INFORMATION FOR TEACHERS OF MATHEMATICS IN GRADES 4, 5, 6, 7 (OR THE NON GRADED EQUIVALENT)

"A-Math-A-Magical World" is a summer television mathematics series for students who will be in grades 5 through 8 next fall. Emphasis is placed on the understanding and computation of whole numbers. In addition to explanations and problem solving, the lessons in the workbook contain puzzles and recreational mathematics. Melvin, the mathamagician, asks questions which demonstrate that solutions to math problems do not happen by magic.

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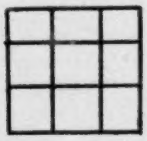
Ideas for Stimulating Interest

1. Let a student make a poster advertising the mathematics series listing the television station, time, and information for ordering "A-Math-A-Magical World" book.

2. Talk about the series during the last month of school.

3. Talk to students individually who especially need help in math.

4. Work some fun problems and math puzzles like the following:



(a) Can you fill the squares with the numerals 1-9 so the total of each row, each column, and each diagonal will be 15?

(b) Choose a number less than 10. Add 3 to that number. Multiply that sum by two. Subtract 4 from that product. Divide that answer by 2. Subtract the number you started with. The answer is always 1. Do you know why?

(c) Can you write the names for any number using exactly 4 fours and no other numeral?

Examples:

$0 = 44 - 44$ $\quad 2 = \frac{4}{4} + \frac{4}{4}$ $\quad 3 = (4 + 4 + 4) \div 4$

## *Summer Journal*

INFORMATION FOR TEACHERS IN GRADES 6, 7, 8 (OR THE NON GRADED EQUIVALENT)

"Summer Journal" is a language arts television program for students who will be in grades 7 through 9 next fall. The purpose of the series and workbook is to help students improve their reading skills by focusing on themselves and discovering what they are capable of achieving.

Ideas for Stimulating Interest

1. Put up a bulletin board caption; such as, "DON'T MISS SUMMER JOURNAL" date, time, and Channel.

2. Involve small groups of students in making spot announcements to each class about the program. Pattern announcements after TV commercials.

3. Have students write a short story about an interesting journey they have taken or an imaginary journey. Send stories to Channel 9, WNIN, 9201 Petersburg Road, Evansville, Indiana, 47711.

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Title III

Elementary-Secondary Education Act

Indiana State Department of Public Instruction

# READING

# IN-SERVICE TELEVISION SERIES

# for TEACHERS

As a result of the Right-to-Read program, reading is being given top priority in the school curriculum which is now undergoing rapid change at all levels. Many new materials, pieces of equipment, and techniques are being developed. Therefore, reading teachers and administrators need many opportunities to learn about new methods and materials which can help them improve their reading programs.

Elementary and secondary teachers can participate in the READING IN-SERVICE SERIES by viewing ten television programs. On each program reading specialists, classroom teachers, and the host Dr. Jack W. Humphrey, present practical ideas and techniques to help teachers meet the needs of today's students.

The series is produced by the Evansville-Vanderburgh School Corporation through funds provided by the Elementary-Secondary Education Act Title III granted by the Indiana State Department of Public Instruction. The programs will be telecast on television stations wherever possible. The television stations will publicize the dates and times. The programs are also available for use on 1/2-inch or 1-inch video tape recorders. Each program has a running time of 28 minutes and 30 seconds.

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The following half-hour in-service programs are available on video tape for individual or group use. An in-service video tape could be shown at a faculty meeting, workshop, or reading council meeting. Schedule any or all of the 1/2-inch or 1-inch video tapes from:

Professional Library
Division of Instructional Media
Room 108, State Office Building
Indianapolis, Indiana 46204

| USAGE DATE | TITLE OF PROGRAM |
|---|---|
| _____ | Reading 3C Concept |
| _____ | Helping Children with Perceptual Problems |
| _____ | Helping Children with Reading Problems |
| _____ | Using the Newspaper in the Classroom |
| _____ | Encouraging Young Authors |
| _____ | Reading in the Continuous Progress Program |
| _____ | Reading in the Open Concept School |
| _____ | Reading in the Content Areas |
| _____ | Teaching Reading in High School |
| _____ | The State Department's Focus on Reading |

Check the name of the video tape recorder and list the model number on which the video tapes will be played so that the correct type of video tape can be sent.

_____ 1/2-inch Sony model #_____

_____ 1/2-inch Panasonic model #_____

_____ 1-inch Ampex model #_____

_____ Other, please specify_____ model #_____

PLEASE ORDER AT LEAST ONE MONTH IN ADVANCE OF USAGE DATE.

Schedule 2-inch high band or low band color video tapes for use by television stations by writing to:

Title III Television Project
WNIN, Channel 9
9201 Petersburg Road
Evansville, Indiana 47711

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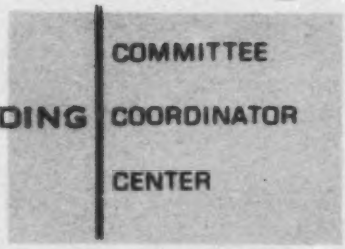


January 12, 1972, 9:00-9:30 p.m. WNIN
THE READING 3C CONCEPT is a method of organizing a reading program in an elementary school which includes the reading committee, the reading coordinator, and the reading center. The workable and practical aspects of this type of organization are emphasized by the participants.

January 19, 1972, 9:00-9:30 p.m. WNIN
HELPING CHILDREN WITH PERCEPTUAL PROBLEMS is a program about children who have difficulty perceiving visual symbols. This television presentation is designed to give primary teachers clues for identifying children with perceptual problems and to present numerous techniques for helping these children.

January 26, 1972, 9:00-9:30 p.m. WNIN
HELPING CHILDREN WITH READING PROBLEMS in the elementary classroom and in a clinic is explained through the use of photographs and demonstrations. Using motivational techniques, creating a stimulating room environment, getting to know children, improving word attack skills, using diagnostic test results, and improving comprehension will be described.

February 2, 1972, 9:00-9:30 p.m. WNIN
USING THE NEWSPAPER IN THE CLASSROOM as an instructional tool is designed primarily for teachers of grades 4 through 8. Creative learning activities for various curriculum areas are demonstrated for individual, group, or total class participation.

February 9, 1972, 9:00-9:30 p.m. WNIN
ENCOURAGING YOUNG AUTHORS is a program which describes ideas for teachers to use in motivating children to write stories in grades 1 through 8. Techniques for developing stories, binding books, and recognizing students as young authors are contained in this presentation.

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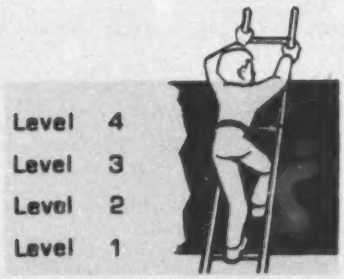
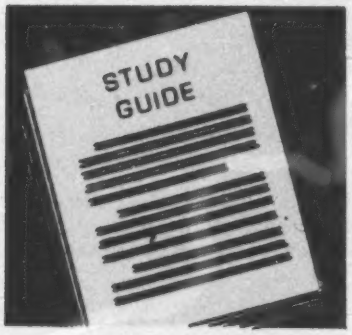



February 16, 1972, 9:00-9:30 p.m. WNIN

READING IN THE CONTINUOUS PROGRESS PROGRAM stresses the importance of recognizing each child as an individual with his own rate and pattern of growth. Emphasis is placed on a description of reading levels for the primary grades.

February 23, 1972, 9:00-9:30 p.m. WNIN

READING IN THE OPEN CONCEPT SCHOOL is designed to present the background and philosophy of the open concept school which includes individualized instruction, team teaching, and flexible scheduling and grouping. Specific suggestions in reading instruction are presented which encourage the teacher to follow the lead and direction of the learner in educating himself.




March 1, 1972, 9:00-9:30 p.m. WNIN

READING IN THE CONTENT AREAS is concerned with the development and use of study guides which help students become active participants in the learning process. The construction of a study guide on the Bill of Rights for high school students is described in detail; however, the concept can be applied to the elementary grades also.

March 8, 1972, 9:00-9:30 p.m. WNIN

TEACHING READING IN THE HIGH SCHOOL has gained special attention since reading is now viewed as a continuous learning process from primarythrough senior high school. Reading specialists describe materials suitable for reading laboratories and present corrective and developmental techniques that are geared to high school students.

March 15, 1972, 9:00-9:30 p.m. WNIN

THE STATE DEPARTMENT'S FOCUS ON READING informs the classroom teacher of the services provided by the reading consultants of the Indiana State Department of Public Instruction. The coordinator of the Indiana Right-to-Read program offers suggestions for enhancing reading instruction throughout the state.

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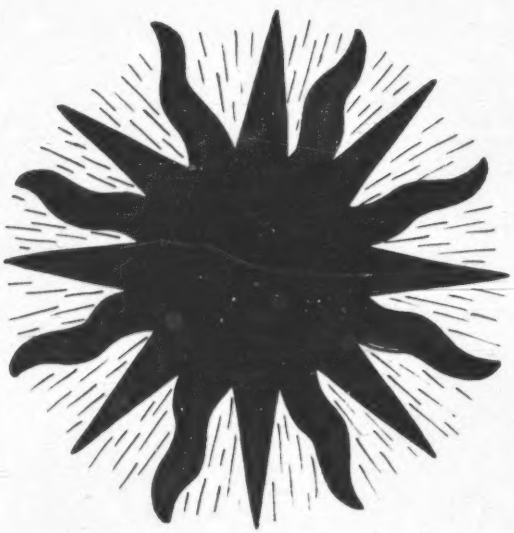
# TITLE III
# summer television programs

## EVANSVILLE-VANDERBURGH SCHOOL CORPORATION
## reading center



*PLEASE PRINT SHIPPING LABEL*

**NAME** _____

**STREET** _____

**CITY** _____ **STATE** _____ **ZIP** _____

| **ORDER FORM** | **Number of Books** | **Amount** |
|---|---|---|
| *Ride the Reading Rocket @ $1.25* | _____ | _____ |
| *Catch a Bubble @ $1.25* | _____ | _____ |
| *Up Up and Away @ $1.25* | _____ | _____ |
| *Summer Journal @ $1.25* | _____ | _____ |
| *Zany Zoofari @ $1.25* | _____ | _____ |
| *A Math-a-Magical World @ $2.00* | _____ | _____ |

*TOTAL ENCLOSED $* _____

**MAKE CHECKS PAYABLE TO:**
General Activities Fund

**SEND ORDERS TO:**
Reading Center
1 S.E. Ninth Street
Evansville, Indiana 47708

1281

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# zany zoofari

**ZANY ZOOFARI** – is designed for children who have just completed Kindergarten. Program lessons will concentrate on a review of alphabet sounds, colors, and numerals. Strong emphasis will be placed on perceptional development. Children will be able to participate in activities about manners, emotions, and telling time in a workbook, "Zoofari Guide", under the direction of television teachers, Paul Farmer and Nancy Cotton.

**8:30 A.M.**

WNEN-TV 9

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# catch a bubble

**CATCH A BUBBLE** – is for children who have completed second grade or the equivalent levels. The goals of this program are to maintain interest and reinforce learned skills in reading, language arts, mathematics, science, and social studies. Many of the lessons in the "Catch A Bubble" activity book are designed to develop children's creativity. The television teacher, "Skipper Joy," is a reading specialist.

**9:30 A.M.**

WNEN-TV 9

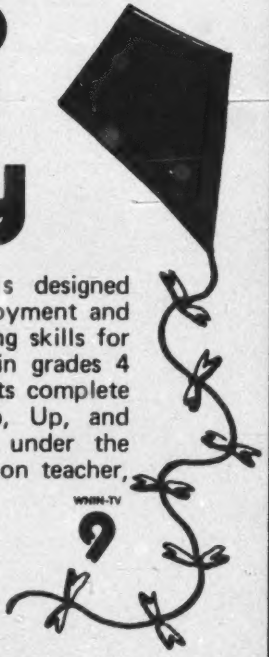
# ride the reading rocket

**RIDE THE READING ROCKET** – is for children who have just completed first grade or the equivalent levels. Research has shown that children who have viewed more than half of the 40 televised lessons gained one month in reading achievement. Children can complete the lessons in the "Ride the Reading Rocket" activity book under the direction of the television teacher, "Miss Sandy."

**9:00 A.M.**

WNEN-TV 9

# up up and away



**UP, UP AND AWAY** – is designed to provide reading enjoyment and reinforcement of reading skills for students who will be in grades 4 through 6. The students complete the work in the "Up, Up, and Away" activity book under the direction of the television teacher, Melvin Wambach.

**10:00 A.M.**

WNEN-TV 9

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# summer journal

**SUMMER JOURNAL** – is a language arts television program for students who will be in grades 7 through 9. The series and activity book stimulate the viewer to discover more about his own unique potentials. The television teacher, Mattie Miller, is a reading specialist involved in the Evansville Right-to-Read Program.

**10:30 A.M.**

WNIN-TV 9

# math-a magical world

**A-MATH-A-MAGICAL WORLD** – is a mathematics series for students who will be in grades 5 through 8. The telecasts follow the lessons in the activity book which emphasize the understanding and computation of whole numbers. Edna Vinson, mathematics consultant for the Evansville- Vanderburgh School Corporation, is the television teacher.

**11:00 A.M.**

WNIN-TV 9

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## SUMMARY

The ESEA Title III summer television programs offer not only reinforcement of basic academic skills but enjoyment as well. Younger viewers can strengthen their skills by participating in the activities offered by Zany Zoofari, Ride the Reading Rocket, and Catch A Bubble. A Math-a-Magical World, Summer Journal, and Up, Up and Away will appeal to the needs and interests of our older viewers.

**TUNE IN: GET INVOLVED!**

**WNIN-TV**

9